



# ALBERTA MOTORCYCLE AND POWERSPORT ECONOMIC IMPACT

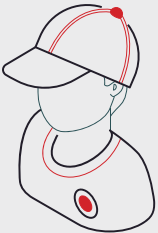


The use of motorcycles and off-highway vehicles not only encourages Albertans to enjoy the province's network of roads and trails, but to serve as a key form of transportation for daily use, generate critical tourism activity and contribute to Alberta's overall economic output.

\*\*Off-highway vehicles include motocross, dirt and adventure motorcycles, all-terrain vehicles (ATVs), and side-by-sides. Source by MNP LLP.



**TOTAL  
ECONOMIC  
OUTPUT**  
**\$2.8B**



**TOTAL JOBS**  
**13,860**



**TOTAL GDP**  
**\$1.5B**

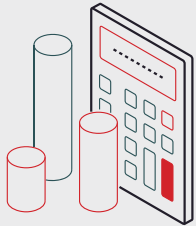


\*Representing annual economic contributions, per most available data (2022)

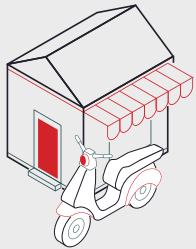
**MotoCanada.com**



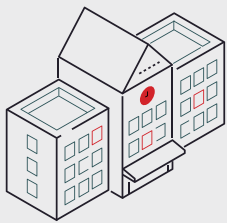
# ALBERTA MOTORCYCLE AND POWERSPORT ECONOMIC IMPACT



**TAX REVENUE**  
**\$394M**



**GENERATED  
TOURISM  
SPENDING**  
**\$1.3B**



**TOUR BUSINESSES &  
RIDING SCHOOLS**  
**22**

**SHARE**



Share this economic impact study with colleagues and stakeholders to spark informed discussions and drive collective progress.



OUR MEMBERS:



**Kawasaki**



**POLARIS**

**ROYAL ENFIELD**

**SUZUKI**

**TRIUMPH**

**YAMAHA**



MOTO CANADA™ is a not-for-profit organization representing the interests of the manufacturers and distributors of motorcycles, scooters, all-terrain vehicles, side-by-sides and related industries in Canada. MOTO CANADA™ works to promote the positive and responsible sales and use of these vehicles in every jurisdiction in Canada.

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